

## Where Should You Look When Being Recorded On Camera?

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### Scenario #1

You're in a studio for the first time to record some TV interview. One of the first and most basic questions is: where do I look?

There are two answers to this: (1) look straight at the interviewer. Don't worry about the odd glance around, you don't want to go all deer-in-the-headlights, and (2) if you're going to glance anywhere try not to make it at your watch, but mostly look at the person to whom you are talking rather than someone else in the studio.

There are many reasons for this:

(1) It will be it easier if you're talking to one person rather than imagining yourself talking to thousands of ever a few million. That's intimidating.

(2) The interviewer will give you a focal point when all this other interesting stuff is happening around you. It is easy to get fascinated that the television cameras move around without an operator attached and hard to focus very hard on not looking at them.

(3) You will look more sincere. Looking at the camera can actually make you look shifty and uncomfortable. Look past the camera and at the person if at all possible.

### Scenario #2

The other scenario is when you're not in the same room as the interviewer. You'll have seen this on the news; whoever looks at a screen and a journalist or other expert/commentator appears to look straight at him. Of course they're not, they are looking at the camera.

That works and is a different sort of television interview – try never to get them mixed up and you should have a good start.

### Scenario #3

The third scenario is when you are speaking to the viewers of your video (i.e. training, or guided tour). In this case you need to look straight at the camera as if you are speaking directly to the person watching your video. People want to feel you are speaking directly "to" them.

